Nova Scotia

RECEIVED
LEGISLATIVE
LIBRARY

ANNUAL REPORT

for the fiscal year
ending March 31, 1991

Department of Tourism and Culture

RECEIVED
AUG 27 1992
N. S. LEGISLATIVE LIBRARY

ANNUAL REPORT

for the fiscal year ending March 31, 1991

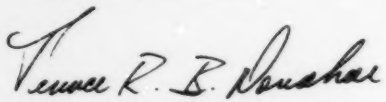
Department of Tourism and Culture

To His Honour
The Honourable Lloyd R. Crouse, P.C.
Lieutenant-Governor of Nova Scotia

May It Please Your Honour:

I have the honour to submit the Annual Report of the Department of Tourism and Culture for the fiscal year ending March 31, 1991.

Respectfully submitted,



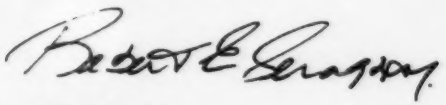
Honourable Terence R.B. Donahoe, Q.C.
Minister of Tourism and Culture

The Honourable Terence R.B. Donahoe, Q.C.
Minister of Tourism and Culture
Province of Nova Scotia
Halifax, Nova Scotia

Sir:

I have the honour to present to you the report of the Nova Scotia Department of Tourism and Culture for the fiscal year ending March 31, 1991.

Respectfully submitted,



R.E. Geraghty
Deputy Minister

92-07537/

CONTENTS

Finance and Administration Division 9
- Nova Scotia International Tattoo 9
- Bluenose II 10

Industry Development Division 11
- Planning and Development 11
- Training and Inspection Services 13
- Research 15

Marketing Division 17
- Advertising 17
- Sea Sell 18
- Attractions and Events 18
- Outdoor Promotions 19
- Travel Trade 20
- Market Development 21
- Editorial Services 21

Provincial Resort Hotels Division 23
- The Pines Resort Hotel 24
- Keltic Lodge 25
- Liscombe Lodge 26

Travel Information Division 37
- Red Store–Historic Properties 37
- Distribution Centre 38
- Audio-Visual 38

Cultural Affairs Division 41
- Cultural Programming 41
- Cultural Industries 42
- Multiculturalism 45
- Heritage Section 46
- Production Crafts Section 51
- Performing Arts Section 52
- Visual Arts Section 55
- Cultural Affairs Library 57

FINANCE AND ADMINISTRATION DIVISION

THE NOVA SCOTIA INTERNATIONAL TATTOO

For the eighth year the Finance and Administration Division administered the department's funding for the Nova Scotia International Tattoo.

1990 marked the first year of the theme "Bond of Friendship," which symbolizes the international flavour and the unique relationship between the military and the civilian community of Nova Scotia.

In 1990 the Tattoo celebrated the Canadian Navy's 80th anniversary, the 50th anniversary of Canada's naval bands, the 40th anniversary of the Korea Conflict and the 50th anniversary of the Battle of Britain.

International performers included the band of the 3rd Armoured Division from Lunenburg, Germany, the Motorcycle Display Team of the Berlin Police, the Copenhagen Police Band, the Flying Danish Superkids, the Queen's Gurkha Engineers Pipes and Drums and the Quantico Band of the United States Marine Corps for their 10th annual appearance.

Canadian groups included the Stadacona Band, the Air Command Band from Winnipeg, a composite Pipes and Drums band from Ontario, the Naval Reserve Composite Band and the Atlantic Militia Area Band. Nova Scotians included the 300-piece Tattoo Choir, the Tattoo Dancers, the Gospel Heirs, Bluenose Jugglers, Cadets, Naval Display Group and the East Coast Team of the Navy's Gun Run Championships.

The seven main performances and the preview show were filled to capacity with over 55,000 people attending. The out-of-province audience was over 12,000 people and they stayed an average of 14.5 days. The fastest growing tourist group was from the United States and 58 per cent of these reported the Tattoo influenced their visit to Nova Scotia. Twenty-four per cent of the Americans visited mainly to see the Tattoo, while 93 per cent of all tourists said they wanted to return to see the Tattoo again.

The Tattoo attracts a growing number of bus tours, and reunions and conventions continue to use the Tattoo as a destination event. The average group size jumped to 59 from 18 the previous year. Over 56 per cent of the American tourists thought the Tattoo was adequately advertised. Thirty-seven per cent of the audience mentioned "word of mouth" as the source of information.

The Tattoo's international reputation and success makes it one of the major cultural tourism events in North America and one of the best in the world.

BLUENOSE II

Nova Scotia's sailing ambassador began her 1990 season with a major promotional tour to the east coast of the United States, following up the major tourism promotion of Sea Sell, the floating trade show that promotes Nova Scotia to the American market, which took place two months earlier.

As in 1989, Bluenose II first called on Norfolk, Virginia, attending that city's annual "Harbourfest," a three-day festival with some 1.5 million visitors. The schooner lead a parade of Tall Ships and carried local and national media.

The ship's next ports of call included Baltimore, Chesapeake City, Wilmington and Philadelphia. The Department of Tourism and Culture, along with the Department of Industry, Trade and Technology, conducted invitational sailings as tourism industry and trade development promotions at Baltimore and Philadelphia.

The schooner's next port of call at New London, Connecticut, included promotional sailings for Tourism and Culture, Industry, Trade and Technology, and the New England Governors and Maritime Premiers Conference, meeting at nearby Mystic, Connecticut.

Bluenose II's 1990 U.S. East Coast tour ended with a heavy schedule of promotional activities for three days at Boston, and a return to Halifax June 30.

Summer operations included public sailings at Halifax, mixed with visits to festivals and events around the province including Pictou, Pugwash, Hubbards and Meteghan in July, and Mahone Bay, Baddeck, North Sydney and Lunenburg in August and September.

To end the season, the ship called in at Portland, Maine, and again at Boston in late September for tourism and trade development activities. After having sailed some 6,000 miles this year, the vessel concluded the season with participation in a television documentary and docked at Lunenburg in early October.

INDUSTRY DEVELOPMENT DIVISION

The Industry Development Division negotiates and implements federal-provincial tourism agreements; formulates and analyzes tourism policies and plans; provides business advisory and architectural services; funds provincial and regional tourism industry associations; administers the Hotel Regulations Act and the Camping Establishments Regulation Act; supports hospitality training programs; and develops and operates research and statistical information systems.

PLANNING AND DEVELOPMENT

The Planning and Development section facilitated the development and enhancement of tourism-related attractions, facilities and services throughout Nova Scotia during 1990–91. As the Canada–Nova Scotia Tourism Subsidiary Agreement expired during this fiscal year, final implementation of the agreement enabled the Department of Tourism and Culture to undertake several key studies examining important tourism-related issues. These included an analysis of air service between the United States and Nova Scotia, development of an interpretive program for Peggy's Cove, and completion of a study examining an Acadian attraction for Isle Madame. Discussions were also held with the federal government about developing a new co-operation agreement on tourism development.

The Planning and Development section also contributed to the development of tourism throughout Nova Scotia by assisting provincial and regional tourism industry associations. Operating grants were provided to the following associations in 1990–91:

Tourism Industry Association of Nova Scotia	$71,200
Cape Breton Tourist Association	47,500
Evangeline Trail Tourism Association	31,000
South Shore Tourism Association	31,000
Antigonish-Eastern Shore Tourist Association	30,500
Central Nova Tourist Association	30,000
Yarmouth County Tourist Association	27,500
Pictou County Tourist Association	27,500
Tourism Halifax	27,500
Dartmouth Tourist Commission	27,500
Metropolitan Area Tourism Association	27,500
TOTAL	$378,700

The Planning and Development section's role is the formulation, evaluation and analysis of policies and plans impacting on Nova Scotia tourism. This year this included studies on development of new attractions such as a Nova Scotia Gold Discovery Centre; an examination of potential native tourism products; an analysis of accommodation needs for the South Shore; an assessment of campground competitiveness, and preparation of a planning and development strategy for Peggy's Cove. Staff also examined tourism-related issues such as Transport Canada's proposed cost-recovery policy, highway signage, the federal Goods and Services Tax, and developed a comprehensive list of travel indicators. Special projects included development of a scenic travel map, assisting in a TIANS Transportation Workshop, and advising municipalities on tourism action plans.

The section provided staff support to meetings of the Minister's Advisory Council on Tourism, the Voluntary Planning Tourism Sector and the regional tourism associations, as well as represented the department on the Deputy Ministers' Land Use Committee Working Group, chaired the Issue Group on abandoned railways, participated on committees dealing with parks, environment and the economy, and assisted in developing a provincial economic strategy.

The business advisory function of the section provided staff assistance to approximately 1,000 requests during 1990–91. Professional counselling and advice was available to tourism operators on related projects. A comprehensive guide outlining programs and services available to the tourism industry was also distributed to assist industry operators.

The division was responsible for coordinating the Department of Tourism and Culture's role in Tourism Awareness Week. Activities included a Taste of Nova Scotia Breakfast, hosted by the Minister at the World Trade and Convention Centre, as well as a reception for hospitality students at the Nova Scotia Legislature.

A new tourism and culture component of the Provincial Employment Program, sponsored by the Department of Small Business Development, was coordinated and implemented by section staff. Tourism and cultural organizations received assistance under this initiative for activities which contributed to the development and enhancement of these sectors.

TRAINING AND INSPECTION SERVICES

The Training and Inspection Services section administers the Hotel Regulations Act and the Campground Establishments Regulation Act. Pursuant to this responsibility, staff of the section inspected and licensed all fixed-roof accommodation properties with three or more rooms, as well as all private sector campgrounds.

Fixed-Roof Accommodations

During 1990–91, 633 fixed-roof accommodation properties representing 12,675 rooms were inspected and licensed. The number of rooms available in the province increased by 83 from the previous year, while the number of properties increased by 20.

SUMMARY OF FIXED-ROOF ACCOMMODATIONS BY REGION

Region	Number of Properties	Rooms Available
Annapolis Valley	158	2,285
South Shore	109	1,131
Halifax/Dartmouth	68	4,140
Eastern Shore	27	240
Cape Breton	158	3,066
Northumberland Shore	57	816
Fundy Shore	56	997
TOTAL	633	12,675

SUMMARY OF FIXED-ROOF ACCOMMODATIONS BY PROPERTY CLASSIFICATION

Property Classification	Number of Properties	Rooms Available
Hotels	54	4,569
Motels	192	5,417
Small Inns	26	298
Bed and Breakfasts	235	898
Cottages/Cabins	101	808
Resorts	9	606
Hunting and Fishing Lodges	16	79
TOTAL	633	12,675

The section also responded to 261 inquiries regarding construction, renovation or operation of new fixed-roof accommodation properties.

Campgrounds

The section inspected and licensed 131 private sector campgrounds representing 10,404 sites during 1990–91. The number of campsites available decreased by 105 from the previous year, while the number of campgrounds remained unchanged.

SUMMARY OF PRIVATE SECTOR CAMPGROUNDS BY REGION

Region	Number of Campgrounds	Serviced Sites	Unserviced Sites	Total Sites
Annapolis Valley	30	2,421	554	2,975
South Shore	19	993	439	1,432
Halifax/Dartmouth	4	233	111	344
Eastern Shore	9	274	101	375
Cape Breton	33	1,675	675	2,350
Northumberland Shore	20	1,124	377	1,501
Fundy Shore	16	1,033	394	1,427
TOTAL	131	7,753	2,651	10,404

The section responded to 47 requests regarding construction of new properties.

Another one of the section's responsibilities during 1990–91 was to enhance hospitality training through the Education and Training Committee of the Tourism Industry Association of Nova Scotia. Staff and financial assistance enabled the committee to promote careers in Nova Scotia's tourism industry, develop occupational standards, and enhance industry professionalism.

The section also provided architectural consulting and design assistance to tourism operators. The departmental architect approved 23 accommodation construction projects during the fiscal year, with 22 proceeding to construction.

RESEARCH

Through research, analytical, and statistical services, the Research section assists in the development of the tourism and culture sectors in Nova Scotia.

Staff examined and reported on emerging tourism trends and issues, managed data bases to provide timely and accurate tourism statistics, compiled product and market information to assist in the development of new tourism products, compiled statistical data to assist in development, marketing and investment decisions, and monitored the performance of Nova Scotia's travel industry.

Following is a summary of the level of tourism activity in Nova Scotia during 1990:

The value of Nova Scotia's tourism industry increased by 1.9 per cent from 1989 as total travel related expenditures reached $810 million. This is equivalent to 5.4 per cent of Nova Scotia's Gross Provincial Product.

SUMMARY OF TRAVEL RELATED EXPENDITURES BY SECTOR

Sector	Expenditures Millions $	% Of Total
Food & Beverage	232	29
Accommodation	208	26
Activities	140	17
Transportation	123	15
Other	107	13
TOTAL	$810	100%

During 1990, 1,151,100 non-resident visitors spent one or more nights in Nova Scotia between May 15 and Oct. 31. Automobile traffic accounted for 70 per cent of these travellers, while air traffic accounted for 19 per cent. The remaining 11 per cent arrived by motorcoaches and recreational vehicles.

Atlantic and Central Canada was Nova Scotia's major tourism market. Between May 15 and Oct. 31, over 489,000 Atlantic Canadians had an overnight stay in Nova Scotia.

SUMMARY OF VISITOR ORIGINS

Origin	% Of Total
Atlantic Canada	43
Central Canada	28
New England States	9
Mid-Atlantic States	6
South-Atlantic States	4
Other	10
TOTAL	100%

The visiting friends and relatives sector was the largest tourist market in 1990. This was followed by the pleasure and recreation market and business and convention market.

MARKETING DIVISION

ADVERTISING

Marketing relies on co-operative integrated advertising ventures to sell Nova Scotia as a vacation destination. The Department of Tourism and Culture used proven advertising strategies to reach three prime market areas – Canada, New England and the mid-Atlantic States, and the Atlantic Canada market. Within these markets, mature, honeymoon, outdoor, history-heritage and touring groups were targeted.

In 1990 Nova Scotia participated in an Atlantic Canada co-operative advertising print campaign to increase awareness of Canada's East Coast within chosen market segments. High impact advertising in vertical market magazines were selected. Full-colour, eight-page advertising sections were placed in Trailer Life, Brides, Travel Agent, American Automobile Association, Natural History and Cowles Group of magazines.

Traditional co-operative advertising campaigns were maintained with Prince of Fundy Cruises, which operate the Prince of Fundy car-ferry from Portland, Maine to Yarmouth, Nova Scotia, and Marine Atlantic, which operates the car ferry MV Bluenose from Bar Harbor, Maine, to Yarmouth, Nova Scotia. In the mid-Atlantic market area, the two ferry services were promoted in magazines and newspapers. Newspaper advertising carried a hard sell message (with price and time sensitive elements) promoting vacation packages to Nova Scotia.

In 1990 Nova Scotia tested a media buy on the cable network, Travel Channel of New York. The program included 356, 30-second commercials and 360, two-minute interviews aired over a 12-week period.

To increase awareness of Nova Scotia as a vacation destination in the Toronto, Ontario market, a superboard-size billboard was placed on the Gardner Expressway in-bound highway route.

To reach the lucrative honeymoon market, a high-impact section was placed in Wedding Places and La Mariage (French-language) magazines.

In co-operation with Meetings and Incentive Travel magazine, a 12-page lure section was developed and placed in the April, 1990 issue.

The meetings and convention market was pursued through other magazine advertising including: two, four-colour, one-page, ad in Successful Meetings Annual Sourcebook; a one-page, four-colour ad in the Conventions and Meetings Canada Annual, and a two-third page, four-colour ad in Report on Business, April, July and September issues.

The 1990 theme for Atlantic Canada regional advertising campaign, "Sounds of Nova Scotia," focused on the variety, colour and seaside atmosphere of Nova Scotia. Newspaper and radio were chiefly used in this campaign, with television commercials broadcast in major markets. Nova Scotia's annual collection of community festivals and events were promoted through the theme. Posters and brochures were used by festival organizers to promote events.

SEA SELL

Sea Sell 1990 promotion was a co-operative promotional and marketing event involving the four Atlantic provinces, Prince of Fundy Cruises Ltd. and the Government of Canada. Representatives of Atlantic Canada's tourism industry, as well as entertainers, musicians and Parks Canada animators visited port cities along the eastern seaboard of the United States on board the car ferry Scotia Prince. The fourth Sea Sell visited Boston, Baltimore and Philadelphia. Some 49,000 visitors from specialized target markets and general consumers toured the floating trade show.

ATTRACTIONS AND EVENTS

The Attractions and Events program assists and supports the growth and development of high quality festivals, special events and attractions to increase regional tourism travel and revenue.

The program includes the coordination of events within the promotional theme, the development of promotional material, and the development of professional skills for organizers through seminars and one-to-one consultation. The Attractions and Events program coordinator also administers the festivals' financial assistance program.

Approximately 426 festivals and special events were promoted in the Travel Guide and on the 1990 Nova Scotia Event Wall Map, produced with the theme "The Sounds of Nova Scotia."

Events that incorporated elements of the province's musical heritage, indigenous culture or natural sounds within their schedule of activities, were highlighted. Musical and/or performing arts festivals were priorized within the campaign's activities.

The theme was communicated through a multi-media advertising campaign, which included 5,000 posters designed for individualized overprinting by participating festivals; 400,000 full-colour tabloids were inserted in regional daily newspapers; and 30-second television commercials were broadcast in regional markets from May to September.

The private sector helped the campaign through specific advertising and promotional activities to promote existing and new products under "The Sounds of Nova Scotia" theme.

Under the Assistance for Attractions and Events Program, 112 festivals and events received financial support, while the Advertising Incentive Co-operative Program supported 17 new advertising and promotional initiatives.

OUTDOOR PROMOTIONS

The Outdoor Promotions section works with the private sector to develop, improve and promote Nova Scotia's outdoors as a tourism product.

Outdoor products and services in Nova Scotia include campgrounds, hunting and fishing guides and outfitters, lodges, wilderness outfitters and recreational vehicle dealers.

Activities of the section include working with the campground industry, representing Nova Scotia's outdoor products at trade shows, and initiating the development of new products such as marina and launching facilities and soft adventure activities.

For 1990–91, the section conducted 35 outdoor familiarization tours totalling 215 person-days. These tours included writers from Field & Stream, Outdoor Life, Petersen's Hunting Magazine, Bow Hunter Magazine, Atlantic Salmon Journal and Angler's Calendar.

The section also participated in 10 outdoor consumer shows including Florida RV Supershow, Tampa, Jan. 16 to 20; Quartzsite Sports, Vacation & RV Show, Quartzsite, Arizona, Feb. 2 to 10; Eastern Fishing &

Outdoor Expo, Sport & Travel Show, Buffalo, NY, Feb. 20 to 24; Toronto International Motorhome Show, Toronto, Ont., Feb. 27 to Mar. 3; Salon de Camping, Montreal, Que., April 13 to 14; Atlantic Sports & RV Show, Halifax, N.S., March 21 to 24; The Travel & Leisure Show, Toronto, Ont., April 18 to 20.

This section helps distribute outdoor literature including the Nova Scotia Fishing Map.

TRAVEL TRADE

The Travel Trade section works with wholesalers and travel influencers to create marketing opportunities for Nova Scotia's tourism industry.

This section conducts familiarization tours of Nova Scotia's tourism plant for travel agents, travel writers and other professionals. The section conducted 97 different "fam" tours involving some 400 people.

The section also influences travel professionals who attend trade fairs. For 1990–91, these included World Travel Mart, London; Rendezvous Canada; National Tour Association; American Bus Association; National Motorcoach Marketing Seminar; Ontario Motorcoach Association; and Media Marketplace in New York and Los Angeles.

The section also co-ordinated product launches in New York and Boston and attended the Sea Sell promotion.

The section works with Bluenose II on travel trade promotions including those in Baltimore and Boston. Travel Trade helped organize new vacation packages through Brian Moore International Tours and was involved with Canadian Air Holidays Program from Glasgow, Scotland.

The Travel Trade section promotes Nova Scotia as a honeymoon destination through *Bride's* magazine and Regional Approach Travel Marketing of Halifax.

MARKET DEVELOPMENT

The Market Development section is responsible for developing specialized products and markets, as well as co-ordinating the department's literature and promotional requirements.

In 1990–91, emphasis was on developing the meeting, convention and incentive travel sectors. Several major trade shows were attended and plans developed to hold an industry symposium in April 1991. The department continued its involvement with the Nova Scotia Meeting and Convention Planners Guide and developed an advertising program targeted specifically to the meeting and convention sector.

The primary piece of tourism literature is the Nova Scotia Travel Guide, with 450,000 copies distributed in 1990. The 288-page Travel Guide featured over 300 private sector advertisements.

Improvements were made to the literature program with the introduction of a new Scenic Travelways Map. Also, the *Sports and Activities* publication was changed to *Nova Scotia Outdoors*, with greater emphasis being given to soft adventure.

More than 50,000 Order of Good Time certificates were presented to convention delegates, tour participants and other visitors to the province. Lapel pins, table flags and other items helped promote Nova Scotia in out-of-province markets.

EDITORIAL SERVICES

Editorial Services continued to respond to inquiries from national and international travel media including magazine editors, travel writers and freelancers.

The section researched and produced 29 feature stories on Nova Scotia and distributed them to approximately 650 newspapers and magazines across North America.

Clippings provided by American and Canadian clipping services show that at least 27,644 lines of editorial and pictorial copy were used in various provincial, national and international publications. The copy is worth about $92,893.97 in advertising space. When the credibility factor–the believability of editorial copy in comparison to advertising copy–is taken into consideration, the value is closer to $371,600.

Editorial Services carries out regular functions such as researching and writing speeches for senior officials of the department, preparing and distributing departmental media releases, maintaining clipping files, and monitoring usage and value of the section's editorial material. As well, Editorial Services assists other departmental divisions in promotional efforts, including the production of the department's major publication, the annual Nova Scotia Travel Guide.

PROVINCIAL RESORT HOTELS DIVISION

During the fiscal year ending March 31, 1991, Nova Scotia's provincially owned and operated premiere class resort hotels followed the tourism development strategy in attracting travellers to their three distinctively different tourism destination regions. In addition to providing high standards in the quality and level of accommodations, facilities and services, and an anchor and stimulus for local tourism development and initiative, these resorts fulfill a leadership role in the socio-economic well-being of the communities as employers and major users of local goods and services.

This year the three Provincial Resort Hotels accommodated 33,861 guests and averaged an occupancy of 66.6 per cent, compared to 76.6 per cent last year.

A geographical survey of hotel information for some 23,000 guests (excluding motorcoach groups) who stayed at the resorts during the 1990 season shows an almost equal number of these guests came from Canada or the United States.

The survey shows 66.1 per cent of the Canadian hotel guests were from the Atlantic Canada region, 27.3 per cent from the Central region of the country and the remainder from Western Canada. The breakdown of United States resident involvement indicates 28 per cent of their numbers arrived from the New England region, 49 per cent from its Mid and South Atlantic regions, 11.0 per cent from its North and South East Central Regions, 5.5 per cent from its North and South West Central regions, and the remainder from its Mountain and Pacific regions.

Responses from guests are monitored through comment cards placed in the hotel rooms. These indicate the provincial resorts exceed the expectations of their guests and are maintaining high standards of guest satisfaction. The following results were obtained from an analysis of 847 guest comment card responses received this year.

- 89.2 per cent of respondents noted that Staff Courtesy and Efficiency were excellent, while 8.7 per cent considered it to be very good or satisfactory.

- 80.2 per cent of guests responses observed that Room Accommodations and Housekeeping were excellent and 12.9 per cent regarded them as very good or satisfactory.

- 79.5 per cent rated Restaurant and Beverage Services as excellent and 13.6 per cent considered them to be very good or satisfactory.

- 82.6 per cent of respondents provided an excellent rating of Food Presentation and Quality, while 11.1 per cent observed these to be very food or satisfactory.

- 5.5 per cent of the responses offered constructive criticism relative to these areas of service.

THE PINES RESORT HOTEL

This 144-room hotel and multi-bedroom cottage complex with an 18-hole championship golf course overlooks the Annapolis Basin in an area surrounded by great natural beauty and historic interest near the Nova Scotia–New Brunswick Bay of Fundy ferry terminus at Digby.

Its main multi-services hotel structure of French-Norman architectural design was built in 1929 and purchased by the Province of Nova Scotia in 1965. This resort hotel complex is Three Diamond Rated by the Canadian/American Automobile Association and an achiever of the Mobil Three Star Travel Guide Award.

The Pines opened this year on May 31st. The hotel was opened for 137 days, accommodated 14,914 guests and reached an occupancy per cent of 69.1 as compared to 79.0 per cent the previous year.

This hotel fosters good relations throughout the Digby area by enabling use of its facilities by communities during events of the Digby Scallop Days Festival, the annual Flower Show of the Admiral Digby Horticultural Society, the hosting of Queen Annapolisa of the Apple Blossom Festival and provides use of the hotel pool for swimming instruction by the local recreation department. These and other activities interests and enhances the hotel guest's stay as well.

1990 was another successful year for the Canadian Airlines International Golf Classic, whose 30 celebrities and 195 other tournament participants also joined in the festivities of celebrating Digby's 100th anniversary as a town.

This fourth annual event at the Pines Golf Course has now raised over $150,000 in proceeds since it started. In addition to its major financial

support of Sport Nova Scotia and the Nova Scotia Sports Heritage Centre, the fund raiser this year also assisted the Rainbow Haven Camp for underprivileged youth, the Digby General Hospital, the Digby Area Recreation Commission and the Junior Golf Development Program at the Pines Golf Course.

Improvements to the hotel complex this year included completion of the initial phase of renovations and refurbishing of its 32 cottages to improve its marketing potential.

The hotel also painted staff residence interiors, lower hotel public areas, hotel guest rooms, corridors and main kitchen areas. Lower lobby public washrooms were renovated, entrance doors to meeting salons replaced; two outdoor enclosures for easier guest access to ice and soft drink machines were constructed; a new canopy was installed at the poolside patio bar; hair dryers were installed in all guest rooms and surface repairs were made to driveways and parking areas.

A tree management program was instituted this year to regain view of the ocean from the hotel property and reduce hazards. The hotel laundry plant installation was also completed. This laundry facility is expected to improve control of circulating linens next season and reduce costs in maintaining them.

Positive sales results were realized this year through promotion of golf, whale watching and romance packages.

KELTIC LODGE

This highly renowned and prestigious CAA/AAA Four Diamond seaside resort hotel complex contiguous to Highlands Golf Links in the Cape Breton Highlands National Park was a modest rural home until developed by the Province of Nova Scotia in 1940. Luxury cottages were added to the property in subsequent years and its main building replaced in 1951. The expansion continued with the addition of a building for the Atlantic Restaurant and a gift shop, along with construction of its motel-type White Birch Inn in 1969. The addition of these 40 rooms combined with the main lodge and nine multi-bedroom cottages provides for 98 rooms of superior accommodations. Keltic Lodge also operates the alpine ski complex at Cape Smokey.

The tourist season portion of Keltic's operations ran from June 1, 1990 to Oct. 14, 1990. During this period Keltic Lodge accommodated 10,354 guests and experienced occupancy of 72.5 per cent, as compared to 78.5 per cent for the 1989 season.

The ski season at Keltic/Cape Smokey got underway on Jan. 3, 1991 and the hill was still functional at the end of March. The White Birch Inn and Atlantic Restaurant opened for the ski season from Jan. 18, 1991 to March 17, 1991. Unfavourable weather and ski conditions discouraged skiing at Cape Smokey and reduced attendance figures by almost 9,000 skiers from last year's total of 20,058. There were also 383 fewer guests at the White Birch Inn this season, down by 39 per cent from 1990.

Improvements at the ski hill complex this year included rebuilding three chairlift trailing arms, installation of an additional water cooling pump in the snowmaking plant, extensive repairs to the snowgrooming machine, and repainting the lodge's interior.

Other projects completed at Keltic Lodge included painting bedrooms, corridors and the kitchen in the main lodge building, and the reshingling of the White Birch Inn, two staff cottages and guest cottages. Two washrooms in the White Birch Inn were made wheelchair accessible. Computer equipment was purchased and staff were trained in front and back office accounting and reservation systems.

On June 6, 1990, the public, staff and hotel guests joined in a garden party at Keltic Lodge in celebration of its 50th anniversary. A commemorative plaque acknowledging the contribution of the Ingonish community to Keltic Lodge from 1940 to 1990 was unveiled by the Minister of Tourism and Culture.

LISCOMBE LODGE

This riverside resort hotel complex in the former lumbering community of Liscomb Mills on the Eastern Shore was established in 1960 and acquired by the province in 1976. The property is bisected by the Liscomb River and the Marine Drive Highway and provides 65 rooms of superior accommodations comprising five multi-bedroom deluxe cottages, 15 chalets and a new 30-unit motel-type guest lodge overlooking the Liscomb River.

The Three Diamond CAA/AAA resort hotel offers the highest quality of hospitality services in this region of the province. It plays a highly complimentary role to the major tourist attraction of historic Sherbrooke Village and is an anchor site and catalyst for further tourism development and travel to the region.

Liscombe Lodge began its season May 31, 1990. This was followed in June with a five-day oil painting workshop by a noted artist. In July, the Sherbrooke and Guysborough County recreation departments co-sponsored a barbecue and variety show that included games and musical entertainment for some 250 community residents.

In continuing community support, the Guysborough County Older Adult Games were held at Liscombe Lodge in September. The Shamrock Club of Canso, with 230 area residents, participated in the two-day event that concluded with a large banquet and dance.

Liscombe Lodge accommodated 8,168 guests this season. However, there were fewer meeting, convention or tour bus groups involved. Occupancy was 58.3 per cent this year, compared to 72.5 per cent in 1989. This property closed for the season Oct. 20, 1990.

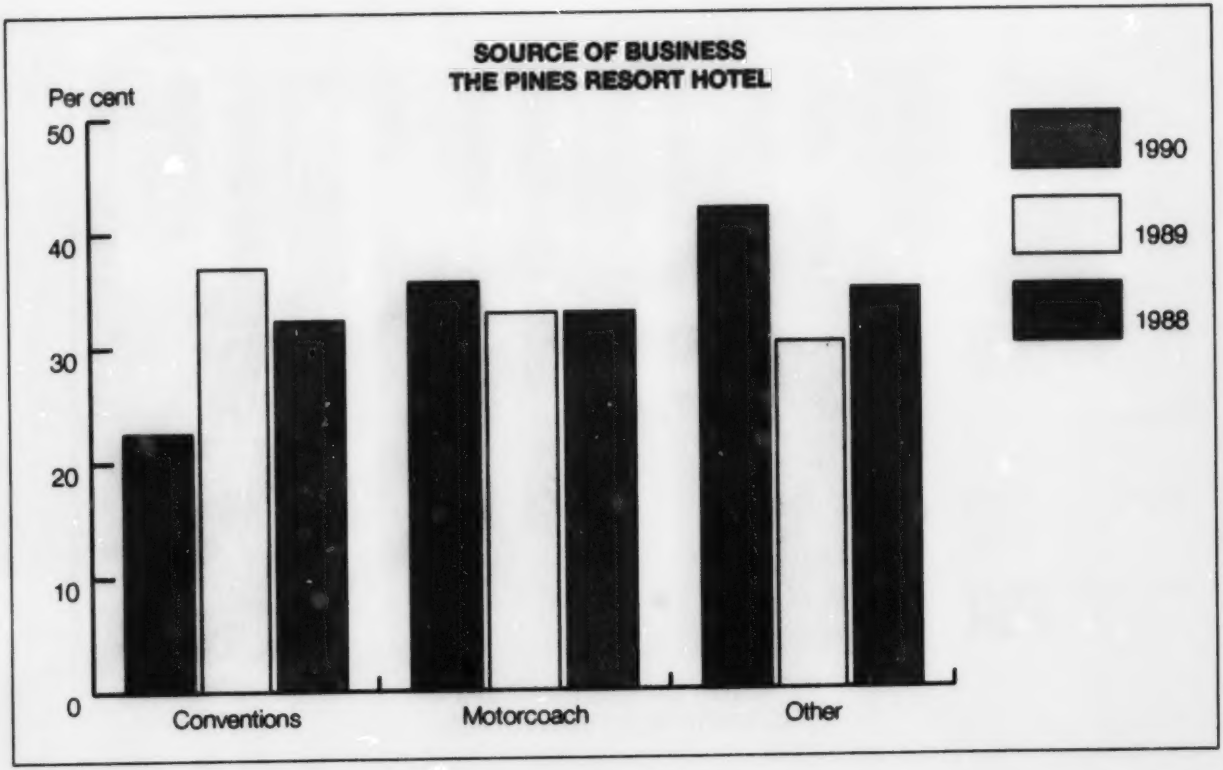
Improvements this year to maintain its industry rating and attractiveness for guests included the installation of new carpeting and drapes in 15 chalets, painting and replacement of three verandas and reshingling of a roof. Alterations were made to the main Lodge for a gift shop and improved access to the hotel's handcrafts display area. The interior of the hotel's recreational building was repainted and computer equipment was purchased to handle the back office accounting function.

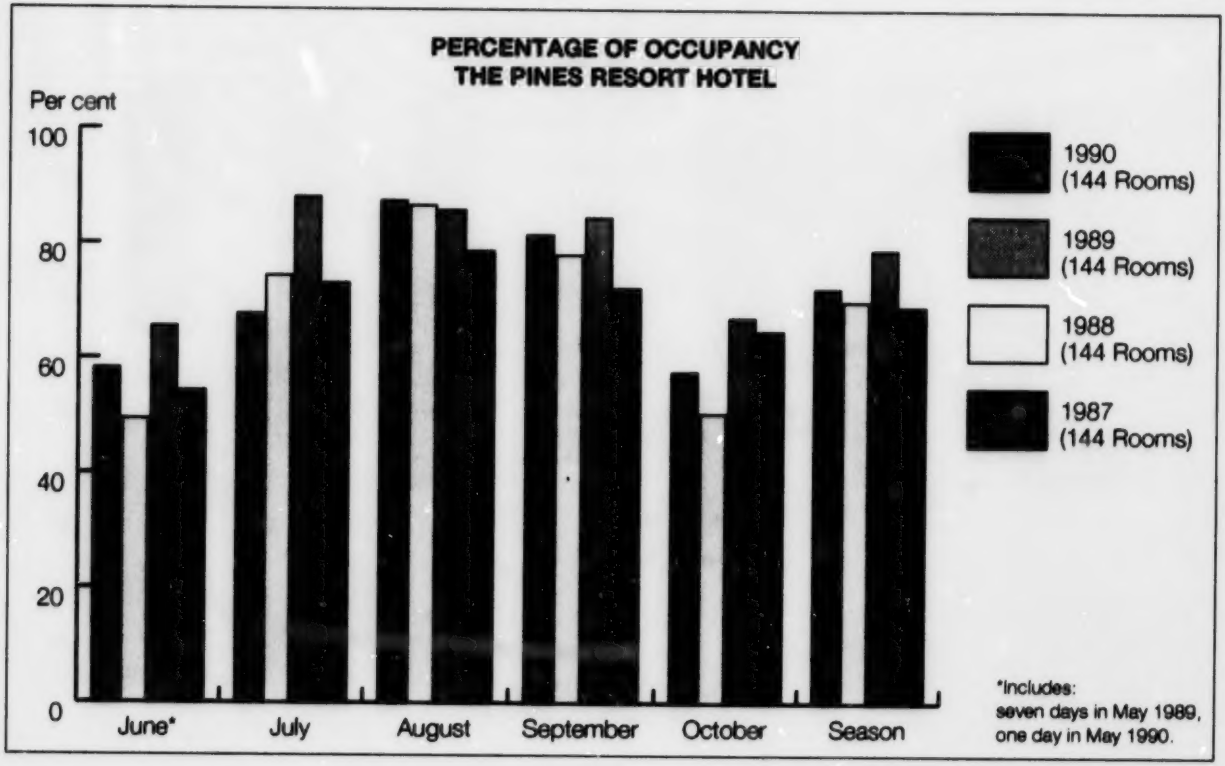
PROVINCIAL RESORT HOTELS
FINANCIAL RESULTS 1990–1991

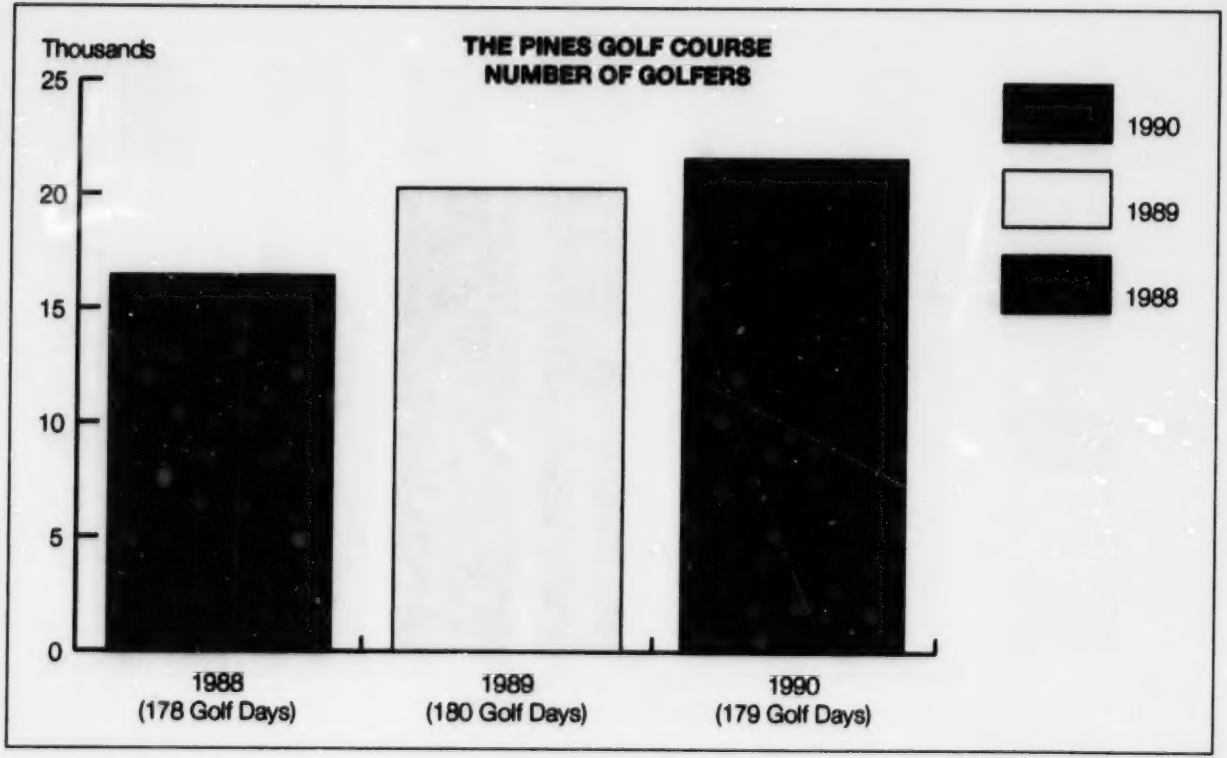
	Revenue	Expenditure	Operating Profits (Loss)
The Pines Resort Hotel	2,797,209	2,802,961	(5,752)
Keltic Lodge			
– Hotel Operations	2,534,687	2,758,141	(223,454)
– Cape Smokey Ski Hill	112,808	286,563	(173,755)
Liscombe Lodge	819,820	970,397	(150,577)

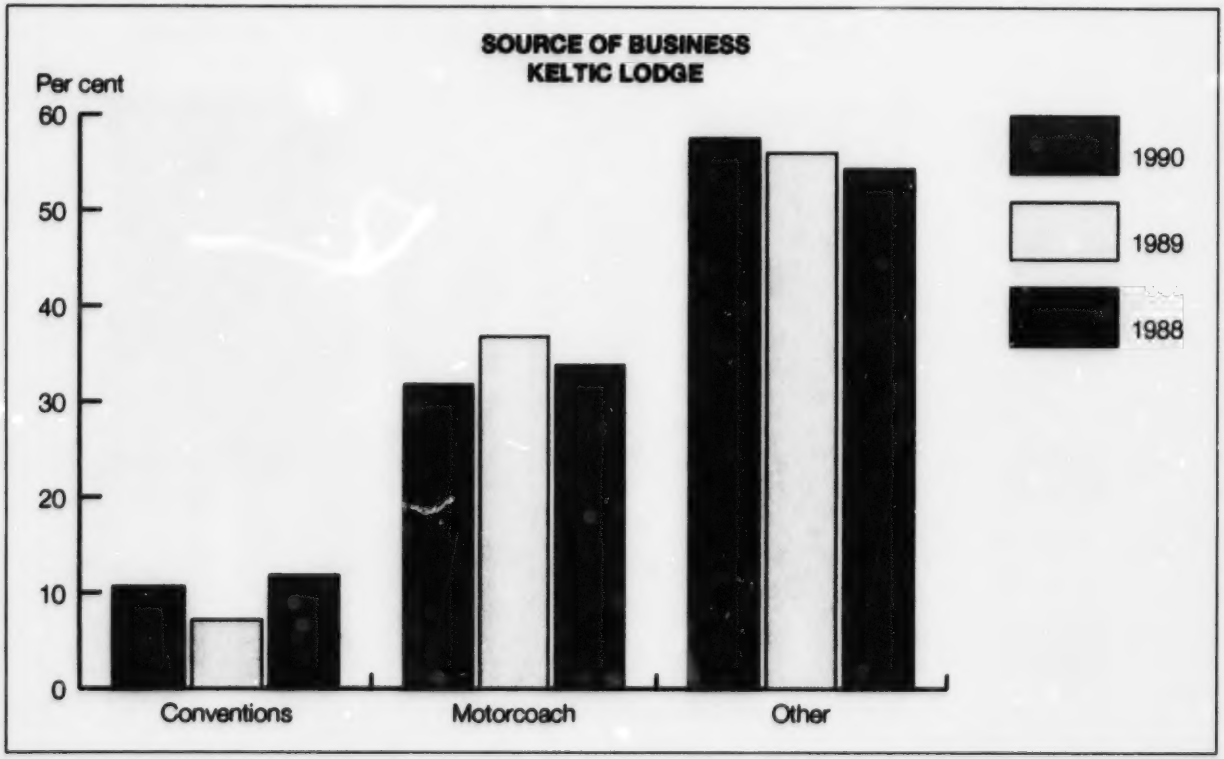
These figures are presented on the same basis as those in the Public Accounts of the Province of Nova Scotia as prepared by the Department of Finance.

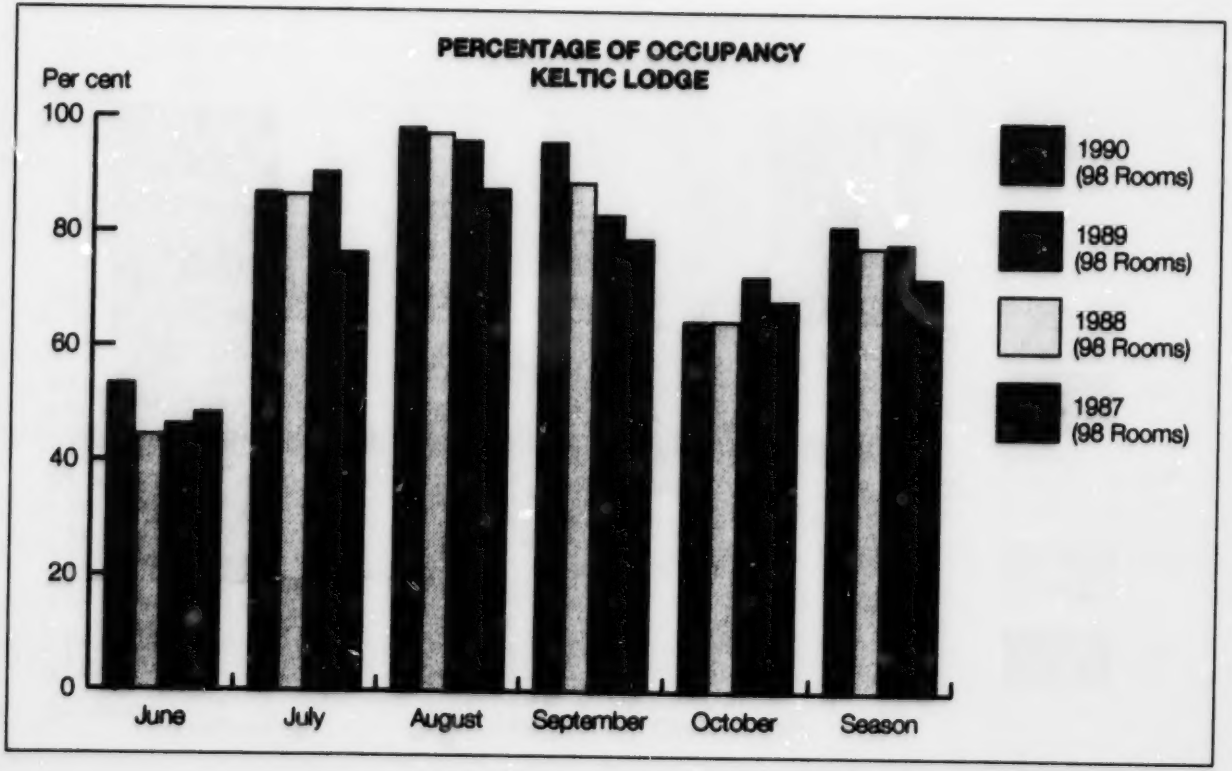
Certain expenses incurred on behalf of the resort hotels were charged to the accounts of other government departments.

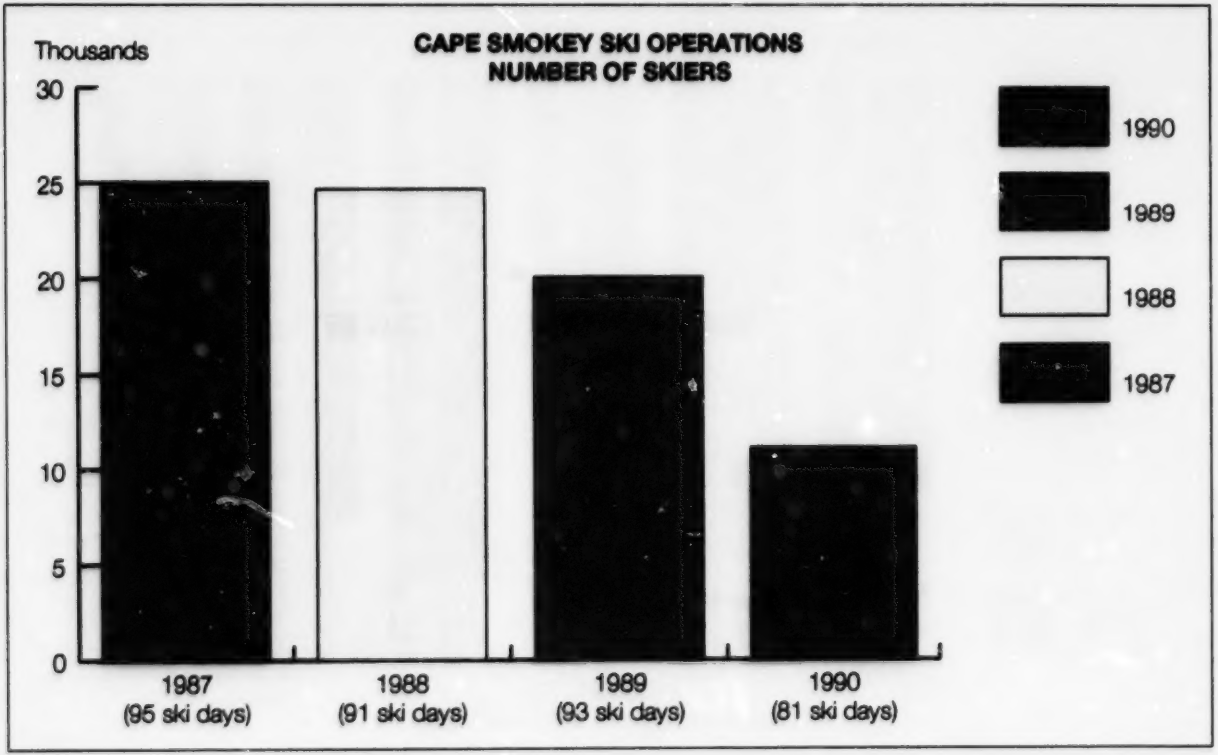

SOURCE OF BUSINESS
THE PINES RESORT HOTEL
Per cent
50
40
30
20
10
0
Conventions
Motorcoach
Other
1990
1989
1988

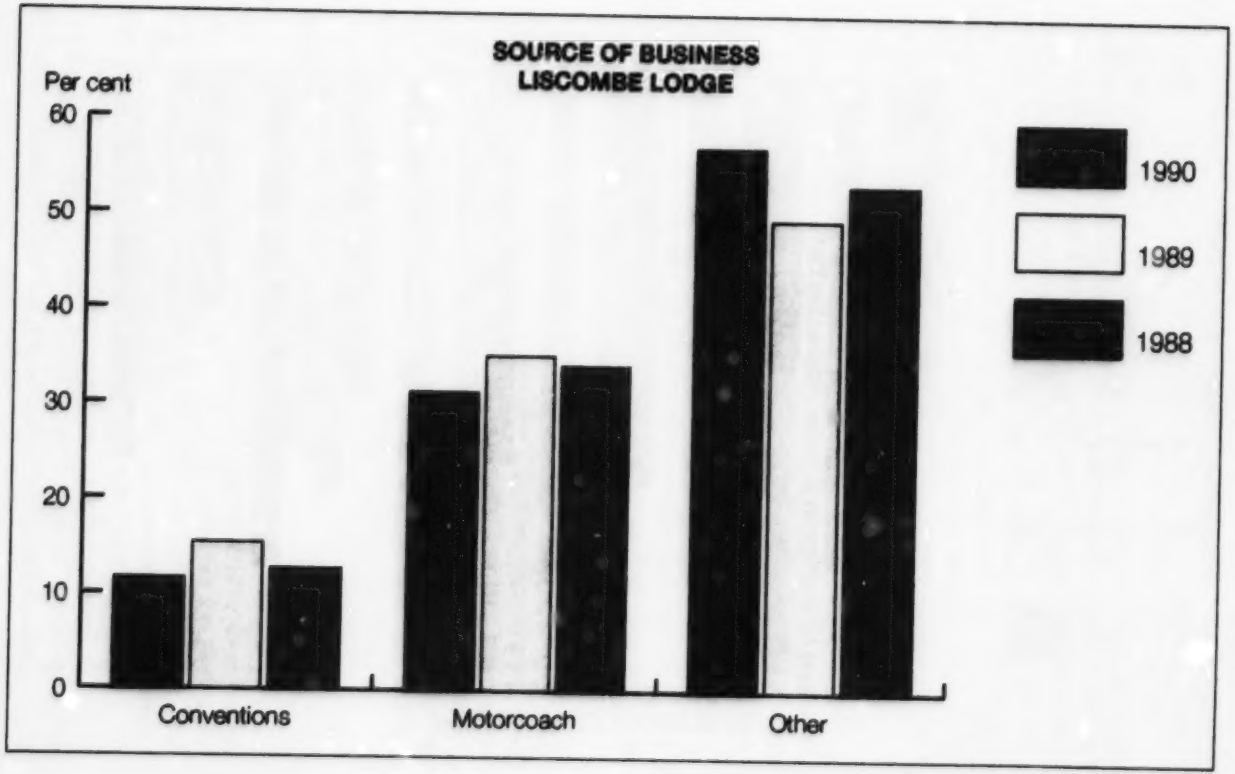

PERCENTAGE OF OCCUPANCY
THE PINES RESORT HOTEL
Per cent
100
80
60
40
20
0
June*
July
August
September
October
Season
1990 (144 Rooms)
1989 (144 Rooms)
1988 (144 Rooms)
1987 (144 Rooms)
*Includes:
seven days in May 1989,
one day in May 1990.

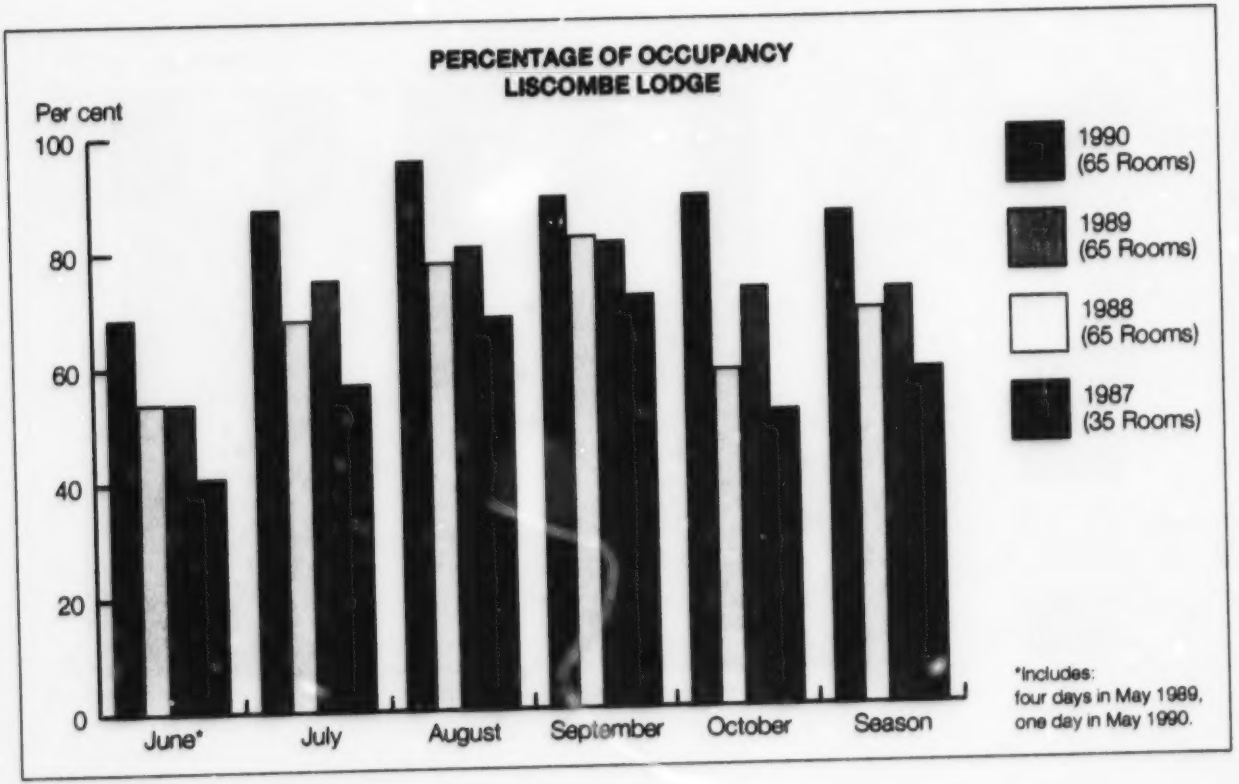

THE PINES GOLF COURSE
NUMBER OF GOLFERS
Thousands
25
20
15
10
5
0
1990
1989
1988
1988
(178 Golf Days)
1989
(180 Golf Days)
1990
(179 Golf Days)


SOURCE OF BUSINESS
KELTIC LODGE
Per cent
60
50
40
30
20
10
0
Conventions
Motorcoach
Other
1990
1989
1988


PERCENTAGE OF OCCUPANCY
KELTIC LODGE
Per cent
100
80
60
40
20
0
June
July
August
September
October
Season
1990
(98 Rooms)
1989
(98 Rooms)
1988
(98 Rooms)
1987
(98 Rooms)


CAPE SMOKEY SKI OPERATIONS
NUMBER OF SKIERS
Thousands
30
25
20
15
10
5
0
1990
1989
1988
1987
1987
(95 ski days)
1988
(91 ski days)
1989
(93 ski days)
1990
(81 ski days)


SOURCE OF BUSINESS
LISCOMBE LODGE
Per cent
60
50
40
30
20
10
0
1990
1989
1988
Conventions
Motorcoach
Other


PERCENTAGE OF OCCUPANCY
LISCOMBE LODGE
Per cent
100
80
60
40
20
0
June*
July
August
September
October
Season
1990 (65 Rooms)
1989 (65 Rooms)
1988 (65 Rooms)
1987 (35 Rooms)
*Includes:
four days in May 1989,
one day in May 1990.

TRAVEL INFORMATION DIVISION

The Travel Information Division delivers tourism information to encourage longer stays within the province. This is accomplished by the distribution of departmental literature and literature provided by regional tourism associations and the private sector. There are 16 travel information centres, 10 are located throughout the province, with seven of these at entry points. Additional information centres are operated in Portland, Maine and Wood Islands, Prince Edward Island. Centres are also operated on the Marine Atlantic car ferries: MV Bluenose, Caribou, Joseph & Clara Smallwood and Princess of Acadia.

Four information centres operate year round at the Red Store, Historic Properties, Halifax; Portland, Maine; which is primarily a telemarketing and distribution centre for the continental United States; Amherst and the Halifax International Airport (which is operated under contract from Transport Canada).

The remaining travel information centres operate from May 15 to Oct. 15, with the exception of those on the car ferries that have a slightly shorter season.

The Travel Information Division has intensified its training programs for both the managers and travel counsellors. Today's visitors want to be better informed so they can decide how to spend their time and money. Well-trained counsellors must be knowledgeable about the entire province to respond to the needs of the visitor, while addressing the broader mandate of representing and promoting Nova Scotia's tourism industry.

RED STORE – HISTORIC PROPERTIES

The Travel Information Centre at Historic Properties in downtown Halifax has completed its 16th year. The centre is located in the Red Store Building on Privateers Wharf adjacent to the berth of Bluenose II. The Centre is maintained year-round by four permanent staff members. Casual staff members are employed for the peak tourist season.

During this reporting period, 63,808 visitors were welcomed here. The staff also processed 33,481 phone calls and 29,515 mail inquiries.

DISTRIBUTION CENTRE

Approximately 6,600,991 pieces of departmental and private sector literature were distributed to travel information centres, municipal tourist bureaus, travel agents, tour wholesalers, automobile clubs, Canadian Embassies and trade commissions.

The distribution centre shipped more than 194,630 information kits to be distributed by the Portland Office, as well as an additional 68,925 that were mailed in Canada, the United States and overseas. Also 4,485 freight shipments were sent to satisfy bulk order requests.

AUDIO-VISUAL

The Audio-Visual section assists in the promotion of Nova Scotia by providing slides and videos to associates in the tourism industry.

Audio-Visual updates and maintains a library of approximately 60,000 slides, updates and maintains a stock video footage library, maintains the department's current video productions, duplicates videos for distribution and produces video productions.

Audio-Visual received over 400 requests this year for slides, with 5,900 slides being supplied. The slides were used for publication in magazines, newspapers, promotional literature, as well as slide presentations. Approximately 35 photographic shoots were conducted to update the slide library files.

Audio-Visual also received nearly 400 requests for promotional videos. Approximately 900 videos were distributed by request to tour operators, travel agencies, airline carriers, motorcoach and ferry operators, production houses, television stations, conventions and trade shows.

GENERAL DATA, NOVA SCOTIA INFORMATION CENTRES
April 1, 1990 – March 31, 1991

Location	Season	Services Offered	Visitors Assisted	Reservations Made
Airport Counter	Year-round	Information counter	59,547	–
Airport Hwy. Centre (Hwy. 102)	May 15–Oct. 27	Information counter	24,419	349
Amherst	Year-round	Information counter, artifacts and displays, theatre, piper, Check In, and currency exchange.	148,939	2,277
Annapolis Royal	May 15–Oct. 21	Information counter, display	38,221	298
Antigonish	May 15–Oct. 27	Information counter, display, Check In	31,190	2,439
Digby	May 15–Oct. 28	Information counter, display	27,592	684
Halifax Red Store	Year-round	Information counter, display, Check In	63,808	516

GENERAL DATA, NOVA SCOTIA INFORMATION CENTRES
April 1, 1990 – March 31, 1991

Location	Season	Services Offered	Visitors Assisted	Reservations Made
Pictou	May 11–Oct. 27	Information counter piper	31,987	1,258
Portland	Year-round	Information counter, display, Check In	11,382	9,764
Port Hastings	May 15–Oct. 28	Information counter, display, Check In	51,238	3,063
Wood Islands	June 11–Sept. 30	Information counter, display, theatre, Check In	33,621	1,601
Yarmouth	May 1–Oct. 28	Information counter, artifacts and displays, Check In, currency exchange	38,065	2,149
MV Bluenose	June 4–Sept. 29	Information counter	7,505	–
MV Caribou	June 1–Sept. 30	Information counter	10,510	–
MV Smallwood	June 1–Sept. 30	Information counter	5,634	–
MV Princess of Acadia	June 10–Sept. 2	Information counter	8,770	–

CULTURAL AFFAIRS DIVISION

The Cultural Affairs Division supports the development of culture for the economic and social enrichment of all Nova Scotians. It provides grants to individuals and organizations based on policy guidelines, and develops programs and services in a wide variety of cultural areas.

CULTURAL PROGRAMMING

Annual operating grants were provided to eight cultural federations, umbrella organizations that represent the interests of arts organizations, and individuals within the separate disciplines to the department and public. The eight federations are:

Dance Nova Scotia
Federation of Nova Scotian Heritage
Multicultural Association of Nova Scotia
Nova Scotia Choral Federation
Nova Scotia Designer Crafts Council
Nova Scotia Drama League
Visual Arts Nova Scotia
Writers' Federation of Nova Scotia

A substantial operating grant to the service organization of the federations, the Cultural Federations of Nova Scotia, was also provided.

A number of grants are provided annually to cultural organizations and institutions to assist in operational costs. The following organizations were assisted in the 1990–91 fiscal year: The Gaelic College Foundation for a program of Celtic Arts; the Nova Scotia Highland Village Society for the Museum; The Black Cultural Society for the Black Cultural Centre; the Shubenacadie Canal Commission to display Nova Scotia's engineering and military history; the Confederation Centre of the Arts in Charlottetown, Prince Edward Island, as Nova Scotia's continuing support to the national cultural institution; the Nova Scotia Debating Society to assist with its programs with high school students; and the Council of Nova Scotia Archives, an organization that links privately funded public archives and assists in archival projects.

An annual grant was provided to the Nova Scotia Talent Trust for scholarships to Nova Scotians undertaking post-secondary professional study in the arts.

Through an annual grant to the Provincial Conservation Committee, the department assisted a number of conservation activities related to artifacts, works of art, and historic documents.

The department provided a grant to the Anne Murray Centre Society and one to the Springhill Miners' Museum.

Through the Writers-in-the-School program, managed by the department and the Writers' Federation of Nova Scotia, over 20 Nova Scotia authors made 106 visits to 85 primary and secondary schools.

The policy, "Skills Development for Professional Artists and Resource Persons," was administered as a competition, with grant recommendations being made by an advisory committee. The department helped 27 individuals further professional training in their area of study.

CULTURAL INDUSTRIES

This program provides funding to industries involved in the manufacturing and distribution of cultural products, such as publishing, film and video and sound recording. Included in this area are popular mass appeal products, as well as products that normally reach a more limited audience, such as poetry magazines.

This section administers some cross-disciplinary policies to assist cultural producers market and distribute their products.

Publishing

This year the department, responding to publishers' expressed needs, continued a program of "block grant" funding to trade publishers. This program provides a sum of money to eligible publishers for any of the firms' activities in the following year. The figure is based on production costs of eligible books for the previous year. The funding allows trade publishers to strengthen their industrial base, become more competitive in the marketplace, and increase the number and quality of books. The following five publishers received block grant funding:

Formac Publishing Company Ltd.
Four East Publications
Lancelot Press Ltd.
Nimbus Publishing Ltd.
Pottersfield Press

Several of the publishing firms received national recognition awards, most notably Lancelot Press, whose book *No Time* received the Governor General's Award for Poetry.

In addition, project grants were provided to The Book Room Limited for the publishing of two books.

An annual grant was provided to the Atlantic Publishers Association to assist with the professional development of its members and promotion of books. The section also assisted with a meeting of the National Council of the Association of Canadian Publishers in Nova Scotia and provided 50 per cent of the costs of an industry study on publishing in the Atlantic region. Three additional book promotion projects were assisted: the *Atlantic Provinces Book Review*, a catalogue of regional books produced by the Atlantic Provinces Booksellers Association, and a promotion for Nimbus Publishing Ltd.'s book launch.

The grant program to assist publishers of literary arts periodicals continued, assisting seven magazines this year:

The Antigonish Review
Arts Atlantic
B.S. Poetry Society (Poetry Halifax-Dartmouth)
Cape Breton's Magazine
Crazy Quilt Press (Pottersfield Press)
New Maritimes
Samurai Press (The Windhorse Review)

Two competitions were held to assist professional writers with the costs of completing a manuscript in which a trade publisher has expressed serious interest. Five writers were awarded grants on the recommendation of the advisory panel:

Thomas Lynch
Trudy Mitic
Dorothy Perkyns
Harry Thurston
Marjory Whitelaw

The program also assisted the Canadian Children's Book Centre for National Book Week activities and the newly created trust fund for the Thomas Raddall Atlantic Fiction Award.

Film

The Nova Scotia Film Development Corporation was established in 1990 by an act of the House of Assembly. The corporation's mandate is:

1. to assist and promote the development of the private-sector film and video industry in the province in the areas of funding, marketing, promotion, training and education;

2. to create and stimulate employment and investment;

3. to encourage the making of film and video productions in the province;

4. to assist and coordinate provincial assistance to the film and video industry;

5. to encourage and promote provincial procurement of film and video requirements from the private sector.

A Board of Directors oversees the operation of the corporation. A chief executive officer manages the corporation, reporting to the board. The corporation has two additional staff: a film officer and a secretary.

The corporation assists the industry through equity investments and loans, and promotes Nova Scotia as a film location. All funds are allocated to the corporation through the Department of Tourism and Culture's budget.

Film Nova Scotia continued its work through a grant from the department. The office promotes on-location filmmaking in Nova Scotia by major studios and develops work opportunities for provincial actors and film crews.

The program supporting companies or individuals developing scripts provided three grants for researching and writing scripts. The department also provided a substantial grant to the Atlantic Film Festival, the region's major film and video festival held in Halifax.

The department assisted four film industry representatives attend marketing conferences and film festivals under its Trade Fair Travel Grants program and provided an operating grant to the Linda Joy Busby Media Arts Foundation.

Market Development for Cultural Products

The section supports the development, marketing and promotion of Nova Scotian cultural products in the area of sound recording, performing arts, book publishing and film production, As well, the section provided financial assistance for the National Arts Consumer Profile study under the auspices of the Department of Communications.

In other research areas, the section coordinated the provincial Statistics Canada Survey on Cultural Expenditures in Nova Scotia and participated in the Arts and Culture Sector Study in Nova Scotia.

MULTICULTURALISM

The Multiculturalism section's primary responsibility is the administration of the Multiculturalism Act of 1989.

The act encourages recognition and acceptance of multiculturalism as an inherent feature of a pluralistic society; establishes a climate for harmonious relations among people of diverse cultural and ethnic backgrounds without sacrificing their distinctive cultural and ethnic identities; and encourages the continuation of a multicultural society.

The Advisory Committee on Multiculturalism advises the government of Nova Scotia on policies, programs and activities relating to multiculturalism; and makes recommendations on policy issues and the general direction of multiculturalism in the province. The Multiculturalism section provided administrative support for 10 regular meetings of the Advisory Committee on Multiculturalism during this period.

The department provides operating assistance to the Multicultural Association of Nova Scotia. In addition to this, the department provided six project grants to assist groups with multicultural related initiatives such as: a traditional dance troupe, a multicultural festival and an open forum on racial issues.

HERITAGE SECTION

The Heritage section administers the Heritage Property Act of 1980.

The act provides identification, designation, preservation, protection, and rehabilitation of buildings, streetscapes and areas of historic, architectural or cultural value and encourages their continued use.

Advisory Council on Heritage Property

The Advisory Council advises the minister responsible for the Heritage Property Act on what buildings, streetscapes and areas should be included in the Provincial Registry of Heritage Property. It also advises the minister on applications for permission to alter or demolish a provincially registered heritage property.

Provincial Registry of Heritage Property

A total of 17 properties were registered from April 1, 1990 to March 31, 1991:

- Gardenia Lodge-Savary House, Plympton, Digby County
- Fox Hill Cemetery, Church Street, Kings County
- Argyle Historic Church and Cemetery, Argyle, Yarmouth County
- Walsh House, Guysborough, Guysborough County
- Saint Stephen's Anglican Church, Tusket, Yarmouth County
- The Old Kirk Burying Ground, Shelburne, Shelburne County
- Turner House, 1038 Commercial Street, New Minas, Kings County
- Saint Peter's and Saint John's Anglican Church, Baddeck, Victoria County
- Caldwell House, 1714 Robie Street, Halifax, Halifax County
- Elisha Calkin House, 63 Main Street, Liverpool, Queens County
- Victoria, 177 Victoria Street, Amherst, Cumberland County
- Yorke Manuel Fish Shed and Store, Peggy's Cove, Halifax County
- DeWolfe-Wheaton House, Parrsboro, Cumberland County
- Slocum Boot Shop, Westport, Digby County
- Westport United Baptist Church, Westport, Digby County
- Jost House, Main Street, Guysborough, Guysborough County
- All Saints Anglican Church and Cemetery, Rossway, Digby County

The council recommended that the following properties be deregistered for the reasons given:

- Ritcey House, Riverport, Lunenburg County – In 1984 the Governor in Council gave authority for the property to be demolished. At that date there was no provision under the Heritage Property Act to deregister a property, thereby removing any encumbrance to the title.

- Marconi Towers, Birch Grove, Cape Breton County – The provincial government has determined that it will not proceed with the development of a museum and deregistration would allow the owner to proceed with future plans for its use.

The Provincial Registry of Heritage Property has 133 buildings, streetscapes or areas that are protected under the act.

Provincial Heritage Property Plaque Presentations

During the past year, plaques were presented to the owners of the following provincially registered heritage properties:

- Gardenia Lodge-Savary House, Plympton, Digby County
- The Burying Ground, Wolfville, Kings County
- Fox Hill Cemetery, Church Street, Kings County
- Yuill Barn, Old Barns, Colchester County
- Art Gallery of Nova Scotia, Cheapside, Halifax, Halifax County
- Old Kirk Burial Ground, Shelburne, Shelburne County
- Elisha Calkin House, Main Street, Liverpool, Queens County
- Argyle Historic Church and Cemetery, Argyle, Yarmouth County
- Caldwell House, 1714 Robie Street, Halifax, Halifax County
- Saint Peter's and Saint John's Anglican Church, Baddeck, Victoria County
- Turner House, 1038 Commercial Street, New Minas, Kings County
- Saint Stephen's Anglican Church, Tusket, Yarmouth County
- Stonehouse, Lower Gulf Shore, Cumberland County
- The Bower, 5918 Rogers Drive, Halifax, Halifax County

A Decade of Achievement in Heritage Conservation

The Advisory Council on Heritage Property held its first meeting Jan. 20, 1981. It meets four times a year to make recommendations on heritage properties for registration by the province. In these 10 years, the province has registered 146 properties. As may be seen by the two tables below, registrations have involved many types of provincial heritage properties in all parts of Nova Scotia.

Type of Property

Provincial Buildings	3
Municipal Buildings	3
Educational Buildings and Museums	16
Places of Religious Worship	24
Commercial Establishments	10
Private Residences	48
Provincial Historic Houses	9
Historic Areas or Sites	4
Inns and Bed and Breakfast Houses	7
Old Burial Grounds	4
Two Streetscapes (nine registrations)	9
Lighthouses	2
Barns	3
Condominiums	1
Apartment Building	1
Fish Sheds	1
Boot Shops	1
Total Property Registrations or in the Registration Process	**146**

County	No.
Annapolis	16
Antigonish	5
Cape Breton	12
Colchester	2
Cumberland	9
Digby	7
Guysborough	3
Halifax	29
Hants	5
Inverness	2
Kings	18
Lunenburg	6
Pictou	2
Queens	4
Richmond	3
Shelburne	14
Victoria	3
Yarmouth	6
Total Property Registrations or in the Registration Process	**146**

Council Tour of Hants and Digby Counties

In June the advisory council spent three days in Hants, Kings and Digby Counties. This was the first occasion council was able to be in the Municipality of West Hants, Wolfville, Canning and Grand Pre in Kings County. Once again Acadian Lines provided a bus for the tour. Tour '90 began with a slide presentation and a public meeting in Brooklyn, followed by a visit to the Chapel and Convocation Hall at Kings-Edgehill School. The afternoon of the first day was spent at Newport Corner. On the following morning the council visited Grand Pre, held a public session and attended a plaque unveiling ceremony for the Jeremiah Calkin House. In the afternoon it went to Canning for a public session and to meet with the volunteers undertaking an inventory of heritage buildings. The last day of Tour '90 took the council to Rossway and Westport to view All Saints Anglican Church, Westport Baptist Church and the Slocum Boot Shop, properties which the council later recommended for provincial registration.

Administrative Support for Advisory Council on Heritage Property

The Heritage section provided administrative support for four regular meetings of the advisory council and for its tour of Hants and Digby Counties in 1990.

Groups Addressed

The staff of the Heritage section addressed or assisted 137 groups and individuals, including municipal councils, on the Heritage Property Act and related aspects.

Staff were involved in representing the province at meetings of the Interprovincial Heritage Advisory Committee, which reports to the meetings of deputy ministers of culture and heritage; the Canadian Conference on Historical Resources and the International Council on Monuments and Sites, Canada.

Grants

The department approved 47 grants under policies for the conduct of inventories conservation plans, conservation assistance for registered properties and publications.

Provincial Inventory

During the year 12 inventories, each with one or more coordinators, were in operation, with another six undertaken by volunteers or through municipal action. A total of 1,475 pre-1914 buildings were inventoried to bring the total completed to 10,071 for which historical and architectural details have been recorded.

Conservation of Old Burial Grounds

The year 1990–91 saw the introduction of a policy for the conservation of old burial grounds. The programme ensures the heritage, which the many old burial grounds represent, is properly preserved for future generations. Grants are made for landscaping, gravemarkers preservation, engaging of consultants, establishing title and recording of information on gravemarkers.

In its first year of operation the programme proved popular and assistance was provided to 56 graveyards throughout the province. Staff of the Heritage section held briefing sessions around the province on how to apply under the policy.

Home Awards – Historical Restoration

For the first time the Department of Tourism and Culture cooperated with the Department of Housing in the Nova Scotia Home Awards programme. As a result, a fourth category — Historical Restoration — was added to the list of awards. This award is for excellence in restoration of an older or heritage building for housing, with emphasis on historical authenticity, compatibility with existing detail and surroundings, imagination in the adaptation for former or new uses, and economic viability. The winners in Category Four were Raymond and Diane Wagg for 106 Temperance Street, New Glasgow.

Municipal Heritage By-Laws

Municipalities that have passed a municipal heritage by-law now stands at 39.

PRODUCTION CRAFTS SECTION

The Production Crafts section provides services, facilities, and assistance on matters related to craft — artists, community and media groups, institutions and producers throughout Nova Scotia. The Nova Scotia Centre for Craft and Design, announced in 1989, opened in Feb., 1991, at 1683 Barrington Street, Halifax. The Minister for Tourism and Culture officially opened the centre on March 28, 1991. The year was taken up principally with planning the facility, moving and preparing it for public access.

At the new location classes and workshops for 60 students took place in the weaving, pottery, metal and multi-purpose studios.

The Mary E. Black Gallery hosted a juried exhibition based on the three craft theme years so far, quilts, metalwork, basketry.

A display programme promoting the work of Nova Scotia craft producers began with fabric produced by the Shelburne Historical Society.

The 13th Atlantic Craft Trade Show at the World Trade and Convention Centre had a record number of exhibitors. The *Buyer's Guide to Art and Crafts in Nova Scotia* was compiled and 58,000 copies were distributed across the province. The publication lists almost 400 craftspeople, shops, galleries, artists and organizations.

1990 was declared the Year of Metal Arts and included a major national exhibition sponsored by the Nova Scotia Metal Arts Guild and assisted by the department.

The department explored the possibility of a network of regional centres of craft and design, and assisted the Cape Breton School of Crafts and the Old Customs House in Pictou towards the costs of a feasibility study of a local centre.

Major assistance was provided to the Cape Breton School of Crafts and to the Atlantic Craft Trade Show. Other assistance was provided in over 2,000 hours of casual employment to craftspeople through over 70 organizations. These included workshops, exhibitions, demonstrations, conferences and product development.

PERFORMING ARTS SECTION

The Performing Arts section administers the provision of grants and developmental programs and encourages the presentation of live performing arts in communities across Nova Scotia. Activity in the performing arts sector remains constant with development in the areas of theatre and new music.

In addition to the regular duties of administering performing arts policies and programs, professional staff participated in provincial and national projects and events. Most notably was the section's involvement with the National Consumer Arts Profile Survey Committee, representation at Arts Work (an international conference on arts education) and attendance at the 1990 CAPACOA (Canadian Arts Presenters Association/L'Association Canadienne des Organismes Artistiques) Conference.

Community Programs

The section administers programs that foster the development of amateur performers and performance groups. The program of greatest significance to development is Assistance to Performing Arts Workshops, which provides for honouraria to professional resource people. This program can be accessed by both amateur and professional groups. In 1990–91, 850 workshop hours were supported, involving over 1,100 participants under the guidance of 85 resource people. This included support to two professional script development workshops and to four festivals for adjudication or animateur services.

Most grant programs are not discipline specific, but do address particular types of activity. These are the programs and the number of groups supported under each:

Assistance to Community Bands	29
Amateur Performing Arts Festivals	6
Out-of-Province Travel	6
Assistance for Guest Artists	4
Assistance for New Groups	3

The officer responsible for Community Programs was consulted frequently by community groups, including amateur theatre and dance groups, bands and choirs, primarily for information about the resources available to assist them. The officer maintained regular contact with provincial service or umbrella organizations, including the Federation of Music Festival of Nova Scotia, the Nova Scotia High School Drama Festival, the Nova Scotia Choral Federation, the Nova Scotia Drama League, Dance Nova Scotia, the Highland Dance Competition Organization of Nova Scotia, the Nova Scotia Pipers and Pipe Band Association, the Maritime Band Association and the Nova Scotia Youth Orchestra.

The officer undertook a major review of the program that supports community bands, which included conducting consultative meetings across the province. As a result, substantial changes were made in the Community Bands grant program. The officer also coordinated and accompanied the cultural contingent, which represented Nova Scotia at the 1991 Canada Winter Games in Prince Edward Island.

Professional Performing Arts Programs

The head of Performing Arts continued to be involved with boards of performing arts organizations, serving as provincial representative on the boards for Neptune Theatre, Symphony Nova Scotia and Mermaid Theatre. Additional services in the area of board development were provided to certain organizations across the province.

Operating grants were provided to Symphony Nova Scotia, Neptune Theatre, Mermaid Theatre, Mulgrave Road Co-op Theatre, Ship's Company Theatre, Scotia Festival of Music, the Dramatists' Co-op of Nova Scotia and the Rebecca Cohn Auditorium. Fourteen special project grants were awarded to assist with performing arts activities of a professional nature, while five commissioning grants were awarded to assist with the creation of new musical works.

Under the National Training Institutions, program grants were awarded to both the National Theatre School and the National Ballet School.

Nova Scotia was represented throughout the world as a result of international performing arts touring by both Jest In Time Theatre and Mermaid Theatre.

Touring

The touring of professional performing artists and the development of provincially based presenting organizations was supported in a variety of ways. This included the annual operating grant to the Performing Arts Sponsors Organization of Nova Scotia and touring grants to Neptune Theatre and Symphony Nova Scotia. The Community Sponsors program was an effective tool in developing and sustaining the touring market in the province. Under this program in 1990–91, 67 performances, sponsored by 23 presenters, were supported. The department assisted seven presenting organizations with the second season of The Not Just For Kids children's series. The series featured four nationally recognized professional young audience companies in concert at theatres around Nova Scotia. As a part of their regular operations, Mermaid Theatre and Mulgrave Road Co-op Theatre toured extensively in the province. Neptune Theatre and Symphony Nova Scotia performed in a number of communities outside Metro.

The Provincial Performance Tour Program provided opportunities for six Nova Scotia companies to provide 85 performances and 47 workshops to an audience of 18,000 school-aged children across the province. Over time, this program has launched a number of Nova Scotia performance companies on successful careers.

The department continued with its grants assistance to seven performance centres located in communities from Yarmouth to Glace Bay. The touring officer maintained a close liaison with the managers of these centres, frequently providing information, advice and support.

The officer responsible for touring conducted a number of board development workshops specifically designed to strengthen the organizations responsible for the performance centres and summer festivals. The officer also participated as provincial representative on the PASONS Board of Directors and worked closely with the Debut Atlantic Society.

During this period, Nova Scotia once again hosted Contact East. Presented in Dartmouth, the 1990 version featured the largest number of showcase performers in the history of the event and welcomed participants from across Canada.

VISUAL ARTS SECTION

The Visual Arts section provides and operates grants and assistance, services and development programs in the visual arts area, according to approved policies. These programs promote the professional development and product of visual artists, create employment opportunities for artists, and communicate and facilitate education and cultural resources, activities and opportunities in the visual arts for all Nova Scotians. This section administers, funds and operates the Nova Scotia Art Bank Program.

During the 1990–91 fiscal year, the section operated programs in support of institutions, arts organizations and individual artists. Professional staff played an important role in initiating and facilitating special projects and responsibilities in the visual arts area. These included the collaborative project between the Visual Arts section of the department and the World Trade and Convention Centre to provide opportunities for commercial galleries, located within and beyond metro areas, to exhibit and promote art work through a Halifax venue. The section represented the department on the Advisory Committee for the Seniors Art Gallery.

Public information sessions and presentations were highlighted at the Nova Scotia Art Teachers Association conference, the Visual Arts Nova Scotia annual general meeting, and with numerous visual art organizations at both the community and the professional level. Special consideration is provided to visual arts community groups, public and private galleries, schools, organizations and individual professional artists throughout Nova Scotia, who request advisory and other forms of assistance from the department. The head of Visual Arts consults with new and established organizations and groups throughout Nova Scotia.

The head of Visual Arts consults with major clients receiving operating assistance. These include Eye Level Gallery, the Centre for Art Tapes, the Atlantic Filmmakers' Co-operative and the Photographic Guild of Nova Scotia. Seven special project grants were provided to organizations including CARFAC(N.S.), V.A.N.S., Nova Scotia Printmakers Association, as well as individual professional artists in the areas of development and promotion.

The section participated in Sea Sell '90 and represented province-wide visual arts organizations and commercial galleries through presentations in three U.S.A. cities: Boston, Baltimore and Philadelphia.

In June 1990, Bill 81 was assented to, which enables municipalities to effect a resolution of council to exempt artists from Business Occupancy Tax and Commercial Property Tax.

The head of Visual Arts represented the department at the Business of Art Conference in Toronto and attended the Atlantic Provinces Art Gallery Association Conference. The Nova Scotia Consultative Committee on Art met regularly to assess applications to the province.

Several programs support and promote specific types of visual arts activities. Out of 35 grants to professional artists to assist with the preparation and mounting of solo exhibitions in public art galleries, 21 were awarded to artists exhibiting with Nova Scotia, six to artists exhibiting outside Nova Scotia, but within Canada, and three to artists exhibiting outside Canada. Six grants were awarded to assist public art galleries, including Saint Mary's University Art Gallery, Acadia University Art Gallery, Mount Saint Vincent Art Gallery and Dalhousie University Art Gallery, with public exhibition programming.

The section fosters the development of visual arts skills at the community level. The Workshop Program is accessible to non-profit community groups, including a broad spectrum of membership, from amateur to professional. Fifty-five professional artists were employed by the Visual Arts section as resource artists in 55 short and long-term workshops. The Visiting Artists Program provides a professional visual art resource to students in schools throughout Nova Scotia and encourages direct artist/student contact on a structured, yet casual basis. Forty-three professional artists were employed on a short-term basis with a total of 43 Visiting Artists programs. Staff of the department maintained regular contact and consulted with provincial and local art groups, schools and organizations with respect to these community programs.

The Visual Arts section operates the Nova Scotia Art Bank Program. During the year, a jury of three professional artists recommended art work for purchase by the department. Thirty-six works were acquired through the Purchase Program, and more than 162 art loans were arranged for exhibit in public buildings and art galleries. The department's head office exhibits over 80 works from the Art Bank Collection. The Art Gallery of Nova Scotia and other public art galleries borrow from the Art Bank Collection for in-house and travelling exhibitions.

Professional staff operate within a broad mandate from community through to professional levels. The Visual Arts discipline indicates a need for consultation, advice and representation at all levels of activity in response to the needs of communities, art institutions, art organizations, and professional artists.

CULTURAL AFFAIRS LIBRARY

The Cultural Affairs Library is a public lending library open to all Nova Scotians interested and involved in a multitude of leisure and career activities. More than 1,000 hobbyists and professionals in the visual, performing, decorative and literary arts, take advantage of the library's resources each year. Information, books and journals can be obtained by visiting the library in person, by telephone or by mail. Persons living outside Halifax/Dartmouth are offered a free-return mail service.

The library contains approximately 10,000 books and 130 journals, which cover many cultural areas such as crafts, fine arts, design, music, drama, dance, heritage buildings, multiculturalism, film, literature and history.

The library added 373 new books to its collection, many of which emphasize Nova Scotia or Canada. The library has expanded its dance and opera videocassette collection to include arts and crafts. In addition, the library is the reading room for the Playwrights Union of Canada. All plays published by Playwrights Canada Press are available in the library as they are published.

The library staff aids patrons in selecting materials by phone, mail and in person. The library participates in a nation-wide inter-library loan system and can obtain cultural materials for patrons that are not available locally. The library offers a book/journal reservations system, whereby patrons may ask to be notified when library materials become available. Free copies of all the subject reading lists are available on request.

The Cultural Affairs Library offers assistance in locating hard-to-find addresses and other directory-type material for patrons by maintaining a selection of current reference materials. During the 1990–91 year, 1,022 information requests were handled by the Library's staff. A total of 3,816 items were circulated to Nova Scotians and other Canadian libraries.